Mission

To become the leading provider of tools, services, and packaged content for electronic publishing on wide area networks
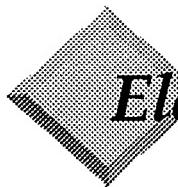
Electronic Publishing Evolution

Pre-Electronic

Editors push content to classes of customers

Editors set schedules

Same content for all

Limited research capability

Early-Electronic

Consumers <u>beginning</u> to have access to multiple sources

Research capability becoming available

Content just beginning to be rich

Multiple providers have forced their interface/infrastructure

"Hyper-Space" can be intimidating and time consuming- too many sources

Publishers & advertisers anxious to get going , want own signature

Client interfaces proliferating & will be freely available
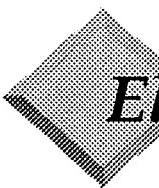
Electronic Publishing Evolution (cont)

Electronic Phase 2

Consumers want multiple source <u>and</u> provider

Consumers want easier access-- retrieval in "consumer's context'

Advertisers want access to stratified consumers

Emergence of transaction based charging on The Internet

Emergence of advertiser payed services and content

Role of providers may evolve to access "enabling "

Increasingly complex processing requirements as creative vertical applications emerge
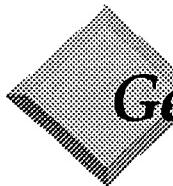
Getting to Market

Software Tools Products

- Direct telesales
- VAR channel - US
- VAR channel - International
- OEM bundles

Publishing Partnerships - ongoing revenue stream

- Partner name brand awareness
- Proliferate WAIS, Inc name brand awareness through ubiquity

New Publishing Partnerships and Publishing Services

- Currently trying to keep up with demand
- Potential joint marketing and installation

Federal Government Products and Services

- Leverage from early participation
- WAIS, Inc products becoming a standard-- GILS, Z39.50, etc
- Washington DC office
- Will add Federal sales rep(s)
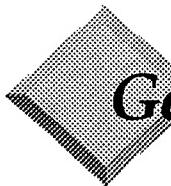
Getting to Market (cont)

Packaged WAIS, Inc. Content

- Business model for agent-based products to be completed
- Agent can provide incentive for content providers to partner
- Potential for WAIS, Inc. "cross-providor" products
- General concept is *"Content in the Consumer's Context"*

Marketing

- Beginning to refine the message
- First formal professional materials
- Positioning the product line
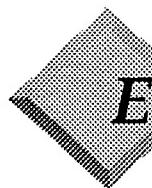
Electronic Publishing Environment

Images data base

Video data base

WAIS directory of servers

corporate info

Z39.50 +WWW
Internet/ISDN/Novell etc

WAIS packaged content

Newspaper server

Gateway

Gateway

AOL

Compuserve

Other services
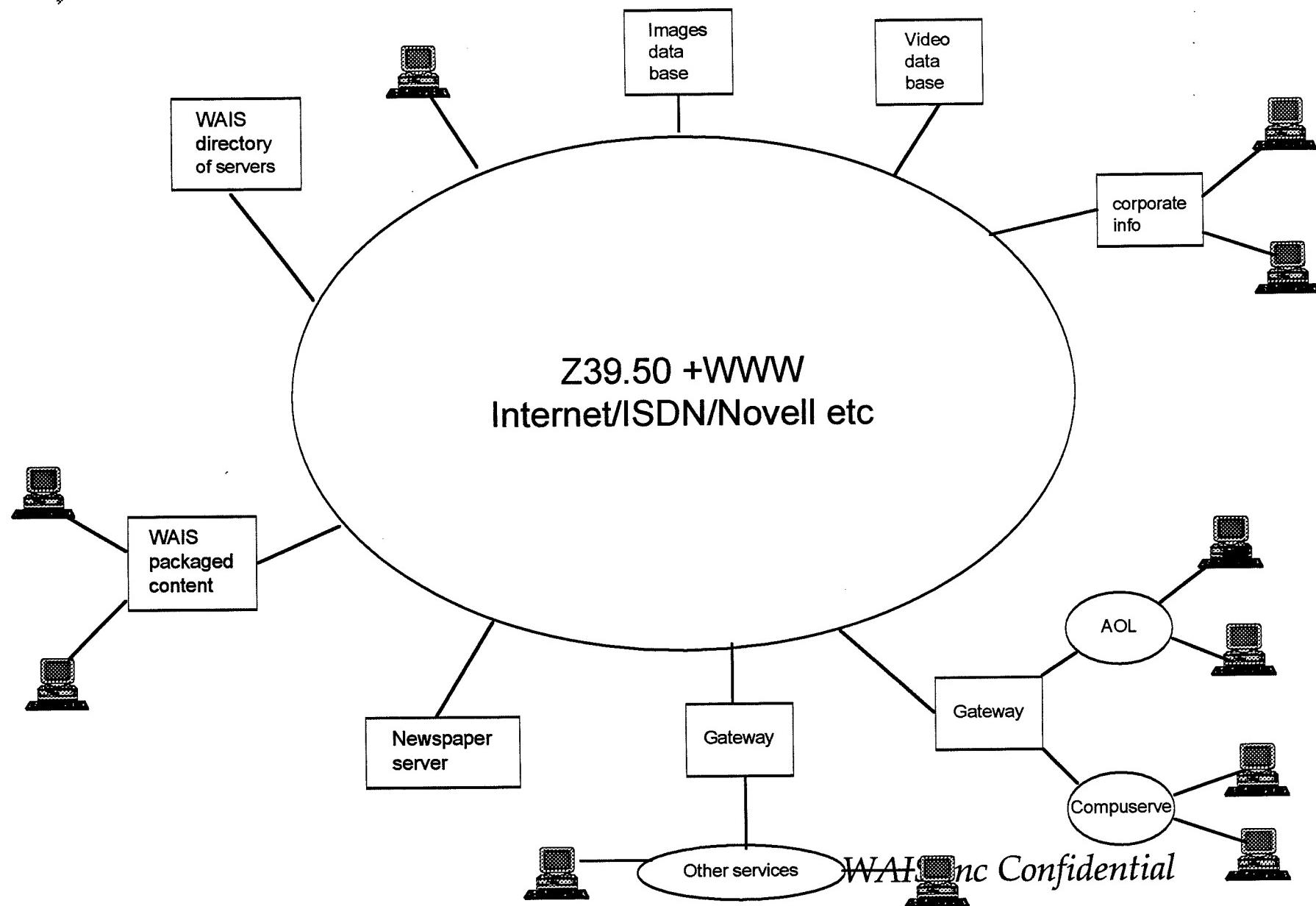
Business/Product Evolution

Server
1. Current product components
2. Other publishing components
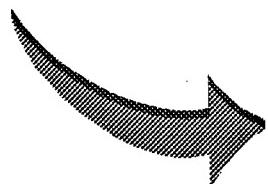
Client
1. Z39.50 protocol
2. Relevant Agent
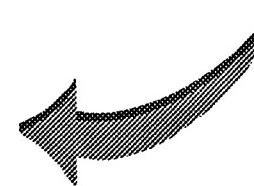
Integrated Solutions
 WAIS Server
 WWW Servers
 Mosaic and other clients
 Newsfeeds
 Advertising
 Other Publisher Content

Partnered Publishing
 Dow Jones
 CMP
 Database America

WAIS Packaged Content

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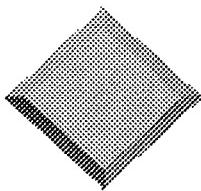
Where the WAISserver Fits

DBMS

Data

Text Archive

File
System

WAIS
Server

Index

Z 3 9 . 5 0 P r o t o c o l

WAIS
Gate

WWW
Server

Gopher
Gateway

Gopher
Server

Agent
Server

Internet Gateway

Internet OR TCP/IP Network

Mosaic

Lynx

Other
WWW
Clients

Gopher
Clients

WAIS
Clients

WAIS
Agents

AOL, Delphi,
the WELL,
other
Online
Services
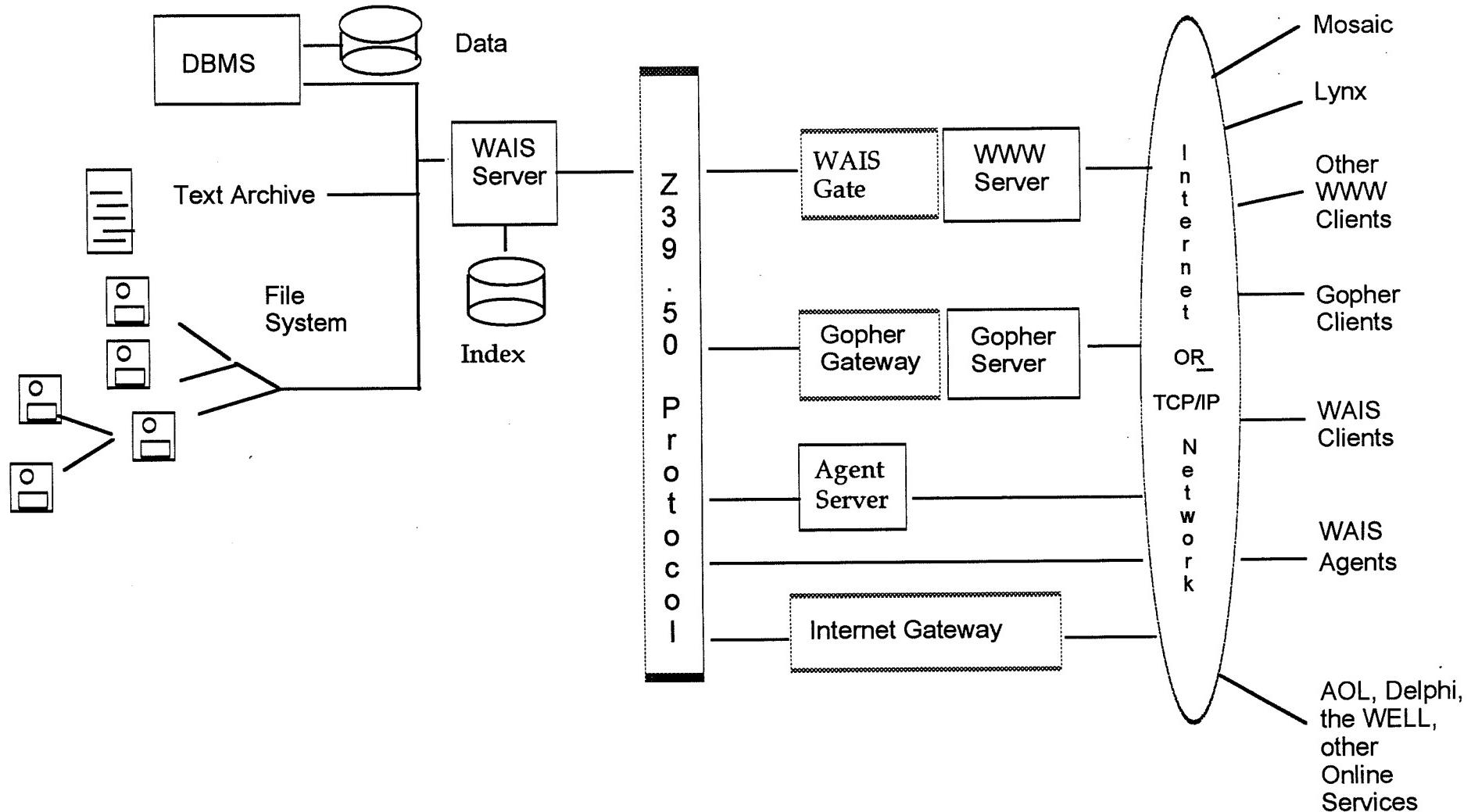
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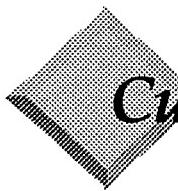
Customized Online Services

Integrated Elements

- Customer Data
- WAIS Server
- WWW Server
- Client

Adapted and Custom Modules

- Intelligent client/agent
- Content Alerting
- Billing
- Online advertising
- Time sensitive content expiration
- Registration
- Audio and video clips
- Letters to the editor
- Chat with columnist
- Frequently asked questions
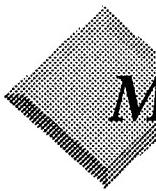
Market Segments and Product Competition/Partners

	Personal Information	Corporate Information	WAN Information	
Interactive			Dialog Mead Dow Jones Westlaw	AOL Compuserve Prodigy
		Fulcrum Conquest **WAIS, Licenses, Sells**	Fulcrum + WAIS Conquest + WAIS **WAIS Sells**	WWW . Netscape . Spyglass
Alerting	E-Mail	Applesearch Lotus Notes **WAIS may develop corporate agent**	PED Individual Inc **WAIS developing cross-provider age**	

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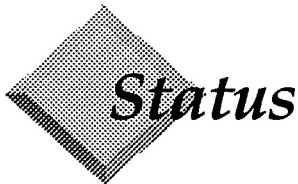
Status

Revenue

|		
FY 93	$ 400K	1st Server installations
FY 94	$1,000K	2/3 Server Sales 1/3 Prod Svcs
FY 95	$4,000K	1/2 Server Sales 1/2 Prod Svcs
FY 96	$12,000K	Add royalties, maint., packaged content

FY 95 Revenue

First Half	$1,640K
Backlog	+$1,000K

FY 95 Products

Server Release 2

Adding Publishing Components

Integrating Agent with Interactive Alerting
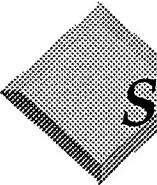
Status (cont)

Publishing Operations include:

Dow Jones   Scholastic   Agence France Presse

CMP   Associated Press

Organization Emphasis
  Development
  Senior Technical Managers

Headcount (includes contractors in full time slots)

	Current:	By June 30:
Marketing & Sales	8	10
Production Services	5	8
Washington Office	2	4
Development	6	12
Operations	2	4
Administration	5	6
	28	44
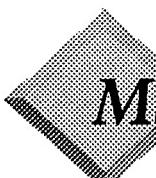
Management Team

- Brewster Kahle: CEO
  - WAIS Founder
  - Wide Area Information Server Project Leader- Thinking Machines, KPMG
  - Founding Engineer- Thinking Machines

- Bill Dunn: Director
  - President, Dow Jones Information Services
  - Wide Area Information Server Project
  - Multimedia Publishing, Emerging Technologies

- Bruce Gilliat: VP Sales & Mktng
  - VP Sales- Fibronics International
  - National Account Manager- AT&T Information Systems
  - Technical Consultant- Pacific Telephone

- John Duhring: Vice President Business Development
  - On-line services consultant: Apple Computer, Dow Jones and others
  - General Manager- Supermac Software
  - Publishing Evangelist-- Apple Computer
  - Acquisition Editor- Prentice Hall

- Nick Scharf: Vice President, CFO
  - Software Technology CFO and Business Consultant
  - CFO - VisiCorp, CopyMat
  - Controller- Tandem Computers
  - Arthur Andersen & Co

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Management Team (cont.)

- Jean Christofferson, Director of Operations
    - Ensemble Founder
    - Venture Solutions Founder-- CICS, SNA network solutions for Hambrecht and Quist, Visa, Pacific Coast Stock Exchange
    - Stratus Systems & Others- world-wide CICS networks

- Keira Bromberg, Development Manager

- Miekle Hall, Production Services Manager
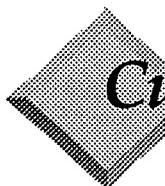
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Martin Marietta
Mitre Corporation
Moscow State University/RED Lab
NASA Goddard Space Center
NASA-Linthicum/RMS Associates

NASA - Houston/Johnson Space Center
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World Bank

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